

**I. Rejection of claims 1, 4, 6-7, 9, 12, 14-15, 17, 20, 22-23 and 25-30 under 35**

**U.S.C. § 103**

Claims 1, 4, 6-7, 9, 12, 14-15, 17, 20, 22-23 and 25-30 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over The McGraw-Hill Companies (hereinafter McGraw) [Build a Book Online, <http://web.archive.org/web/19980513002459/http://mhhe.com/primis/> and <http://www.mhhe.com/primis/catalog/pcatalog/primisweb.ppt>].

Applicant respectfully submits the following in traversal of the rejection, assuming, only for the purposes of argument, that the McGraw reference qualifies as prior art.

**Claims 1, 9 and 17**

The Examiner now asserts that McGraw, screenshot II where a user can choose a print book or an eBook and view and add material (see Office Action at page 3), discloses “adding *user-provided content* to a content object stored as a plurality of content entities in a data repository,” as recited in claim 1. However, the material which a user can View and Add to a book shown in screenshot II, is part of pre-published content stored in the system of McGraw. See, for example, the specification of the present invention at page 73 distinguishing user-provided content from pre-published content. There is no teaching or suggestion that the content shown in screenshot II, which can be “added” or “viewed” such as “Reading 2: The Mischiefs of Faction, James Madison” or “Corley, et al.: The Legal and Regulatory Environment of Business, 11<sup>th</sup> Edition,” is provided by a user. In the portion of McGraw cited by the Examiner (screenshot II), the user merely selects the content that is to be added to a book being created. The content

itself is not provided by a user. Consequently, screenshot II of McGraw does not disclose “adding user-provided content to a content object” as recited in claim 1.

Claim 1 further recites “receiving user-provided content, *assigning* it an identifier, and storing it with its identifier in the data repository.” The Examiner asserts that:

“...the content of each section is the texts content. A section under a chapter, or the text of a section is an example of the content that will be provided by a user in order to compile a user own book by using the Add button. When a user activates the Add button to add the content of a section into his/her own book, the content of a section will be assigned an identifier that is the section name, and the content of the chapter will be assigned an identifier that is the chapter name.” See Office Action at page 5.

On the contrary, when a user activates the Add button to add content of a section into his own book, the section that is selected by the user is added to the book. For example, if a user desires to add “New! Business Decision: Calling All Smokers” of Corley, et al.: The Legal and Regulatory Environment of Business, 11<sup>th</sup> Edition to the user’s own book, then “New! Business Decision: Calling All Smokers” will appear in the book being created. It is respectfully submitted that there is no teaching or suggestion of *assigning* an identifier to the user provided content.

Accordingly, it is respectfully submitted that claims 1, 9 and 17 and their dependent claims are not rendered unpatentable by McGraw. Since claims 4, 12 and 20 recite similar elements, claims 4, 12 and 20 and their dependent claims should be deemed allowable for at least the same reasons.

**II. Rejection of claims 2-3, 5, 8, 10-11, 13, 16, 18-19, 21 and 24 under 35 U.S.C.**

**§ 103**

Claims 2-3, 5, 8, 10-11, 13, 16, 18-19, 21 and 24 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over McGraw in view of Rowe (U.S. Patent No. 6,073,148).

Claims 2-3, 5, 8, 10-11, 13, 16, 18-19, 21 and 24 should be deemed patentable by virtue of their dependency to independent claims 1, 4, 9, 12, 17 and 20 for the reasons set forth above. Moreover, Rowe does not cure the deficiencies of McGraw nor is the combination of Rowe with McGraw obvious.

**III. Conclusion**

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

RESPONSE UNDER 37 C.F.R. § 1.116  
Appln. No.: 09/488,976

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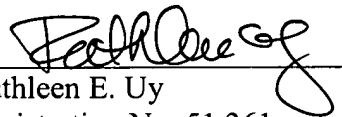
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